

## CLAIMS

What is claimed is:

1. A beverage container holder for a vehicle, the holder comprising:  
an air vent portion; and  
a beverage container support portion movably but not removably disposed at the vent portion;  
wherein the support portion has a first position and a second position, the first position arranged to permit air passage through the vent portion and the support portion in the absence of a beverage container, the second position arranged to permit air passage through the vent portion and to hold a beverage container.
2. The holder of Claim 1, wherein:  
the support portion includes an opening and a surface arranged to receive and hold the beverage container.
3. The holder of Claim 2, wherein the surface is tapered.
4. The holder of Claim 2, wherein the surface is a continuous or non-continuous surface.
5. The holder of Claim 1, wherein the vent portion and the support portion are hinged at one side.
6. The holder of Claim 5, wherein the hinge side includes a stop surface arranged to engage with and orient the support portion in the second position.
7. The holder of Claim 5, wherein the hinge side is at the bottom side of the vent portion and the support portion, such that the support portion pivots downward from the first position to the second position.

8. The holder of Claim 1, wherein the vent portion further comprises louvers, the louvers being adjustable with the support portion in the first position and in the absence of a beverage container.

9. The holder of Claim 8, wherein the louvers are adjustable with the support portion in the second position and in the presence of a beverage container.

10. The holder of Claim 9, wherein the louvers are adjustable in both horizontal and vertical directions.

11. The holder of Claim 9, wherein the support portion is absent engagement with the louvers.

12. A beverage container holder for a vehicle, the holder comprising:  
an air vent portion; and  
a beverage container support portion movably but not removably disposed at the vent portion;

wherein the support portion has a first position and a second position, the first position arranged to permit air passage through the vent portion in the absence of a beverage container, the second position arranged to permit air passage through the vent portion and to hold a beverage container;

wherein the first position is such that the support portion is adapted to be retracted into a surface of the vehicle proximate the vent portion, and the second position is such that the support portion is adapted to be extended from the surface.

13. The holder of Claim 12, wherein the support portion further comprises an intermediate position between the first and the second positions, such that the support portion is translated from the first position to the intermediate position and rotated from the intermediate position to the second position.

14. The holder of Claim 12, wherein the support portion is disposed at a side of the vent portion.

15. The holder of Claim 12, wherein the support portion includes an opening and a surface arranged to receive and hold the beverage container.

16. The holder of Claim 15, wherein the surface is tapered.

17. The holder of Claim 12, wherein the vent portion further comprises louvers, the louvers being adjustable with the support portion in the first position and in the absence of a beverage container.

18. The holder of Claim 17, wherein the louvers are adjustable with the support portion in the second position and in the presence of a beverage container.

19. The holder of Claim 18, wherein the louvers are adjustable in both horizontal and vertical directions.

20. The holder of Claim 18, wherein the support portion is absent engagement with the louvers.